



Venue: Coex Convention and Exhibition Center (Seoul's premiere venue!)

Dates: March 16-18, 2005

U.S. Pavilion:

- ❖ Largest country pavilion
- ❖ Business Center equipped with computers and Internet access
- ❖ Full Walk-on-Booth Package AND/OR raw space options
- ❖ Pre-show market information and market tours

The Market:

Economically and industrially, Asia is the fastest-growing region in the world. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years. South Korea is one of the world's largest food-importing countries. It relies on imported products for almost three-quarters of its consumption. Within the Asia Pacific, it is the third largest market for imported consumer food and beverages, with a value of almost \$5 billion per annum.

In 2003, the U.S. share of the Korean market was 26 percent, a slight increase from 2002. U.S. products have some significant advantages in this market; many Koreans are familiar with the taste and style of U.S. food products and, because the English language is so prevalent, the labels on U.S. food products are better understood. Advantages for U.S. exporters lie in consumer-oriented, high-value processed products.

Total Korean imports of consumer ready products increased 9 percent in 2003 to \$3.7 billion, 41 percent of which were from the United States. Imports of consumer-oriented products from the U.S. increased 16 percent in 2003, growing at a rate double that of total imports. As a result U.S. exporters will have an even greater opportunity in this next year to supply processed foods, portion controlled items and private branding to Korean consumers, retailers and importers.

USDA/FAS Contacts:

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Food Show Plus!

International Exposure at Your Fingertips. The Food Show Plus! program varies per show and per State Regional Trade Group and could include:

- Pre-show product research regarding pricing, import regulations, etc.
- Invited qualified visitors to your booth
- Translation of booth and sales material
- Providing technical interpreters at your booth
- Local industry tours
- Show leads

For more information contact:

Food Export USA-Northeast: Philadelphia, PA

Tel: 215-829-9111, Fax: 215-829-9777, www.foodexportusa.org

Mid-American International Agri-Trade Council (MIATCO): Chicago, IL

Tel: 312-944-7777, Fax: 312-944-1144, www.miatco.org

The Southern U.S. Trade Association (SUSTA): New Orleans, LA

Tel: 504-568-5986, Fax: 504-568-6010, www.susta.org

The Western U.S. Agricultural Trade Association (WUSATA):

Vancouver, WA

Tel: 360-693-3373, Fax: 362-693-3464, www.wusata.org